
Title: Executive Director – Vertical Sports Maui (VSM)

Key Relationships

Reports to: Board of Directors
Direct reports: Director of Operations
Other key relationships: Donors, Sponsors, Volunteers, Coaching Staff, Hope Chapel Staff, Media

Overview & Board Relationship:

The Executive Director (ED) is the face of the organization to the community, our partners, our participants and to our volunteers. It is critical for the ED to establish and nurture positive relationships with all of these stakeholder groups through clear and consistent communication. One of the most important relationships the ED will have is with the VSM Board (the “Board”). The Board is a “working Board” and its members are passionate about VSM and its mission. As such, the Board members make themselves regularly available to the ED to provide support and assistance and to ensure that the ED can be successful. The Board will work with the ED to develop annual goals and objectives but will look to the ED to make the day-to-day decisions that align with those goals. However, the ED must provide the Board with regular progress updates and seek direction and guidance when needed.

The Board is looking to the ED to be a self-starter who seeks out opportunities for growth or improvement rather than waiting for these ideas to come from the Board or others. The ED will be responsible for, and shall oversee, all strategic and operational aspects of VSM including, but not limited to: business planning, programs, budgets, schedules, and stakeholder relationships – all focused on kingdom outcomes. This is a full-time position requiring someone capable of managing multiple priorities, applying creativity and initiative in addressing challenges, and maintaining positive relationships with our stakeholder partners.

Key Responsibilities

- **Business Plan Development:** With guidance from the Board and assistance from the Director of Operations (DO), develop 1-yr, 3-yr and 5-yr goals and present to the Board for approval
- **Budgets:** Working with the DO and the Board’s Finance Committee, develop annual budgets and present the proposed Annual Budget to the Board at its October meeting
- **Monthly Reports:** Deliver a monthly report to the Board (the “Board Report”) the week prior to each Board Meeting highlighting activities of the prior month and for the month ahead
- **Schedule:** In collaboration with the DO, develop a Master Calendar showing not just event dates but the intermediate milestones that need to be achieved for each event/program to be successful
- **Marketing & Communications:** Work with the DO to ensure messaging is current, correct, and consistent with the VSM brand. Specifically:
 - Website: Provide content updates to DO
 - Press Releases: Ensure that releases are prepared for all major events and submitted to appropriate media outlets
 - Media Presence: Using existing and to-be-developed media contacts, identify and implement radio, TV, print exposure opportunities for VSM programs
 - Social Media Strategy / Other: Evaluate free and paid opportunities to market VSM. Consistently share activities and fruit of the VSM ministry through social media channels.

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- **Program Management:**
 - Year-Round Programs: With assistance from the DO, develop a plan that ensures that the coaching, volunteer and financial support systems for each program (e.g., basketball, CrossFit) are sustainable at the quality level consistent with the VSM brand. The plan must aim toward providing at least one program option per month
 - Sports Ministry Conference: With assistance from the DO, develop a clear purpose and goals for this program and oversee the organization, marketing and strategy aligned with the purpose/goals
 - Sports Camp: Assume full responsibility for the planning and execution of this signature event
 - Charity Walk: Develop a strategy to grow participation among VSM families
 - Year-End Event: With assistance from the DO, oversee event production and provide Board with strategies for further integration of the Event into our PEO (Participation/Engagement/Ownership) model
 - Maui Classic: Working with the Board and with assistance from the DO, develop a strategy for financial sustainability and community engagement
 - **Partner Management:** With assistance from the DO, develop strategy and structure for effectively managing our existing partner relationships and for identifying and attracting new sources of support in the following areas:
 - Volunteers: Evaluate VSM's approach to volunteer recruiting, screening, training, communication, leadership development, event sign-ups and recognition – make adjustments to implement best practices where applicable
 - Coaches / Assistants: Train and mentor all coaches and assistants so that they are engaging our participants (and each other) with the Competing Biblically philosophy consisting of:
 - Coaching Excellence
 - Competing Biblically
 - Intentional Messages
 - Discipleship
 - Donors: Develop and nurture relationships with donors. Implement strategy for communicating with donors, for expanding our donor base and for creating donor appreciation opportunities; may include evaluating donor tracking software and making recommendations to the Board regarding purchase
 - Sponsorships: Priorities in overseeing this program will be establishing a tracking system for current and targeted sponsors and creating an outreach program that sets regular contact parameters (when, how, how often, who). Provide regular reports to the Board as to progress / issues / etc
 - Grants: Oversee the grant program including identifying new grant opportunities; prepare & submit applications for grants approved by the Board; manage existing grant obligations (e.g., annual reports)

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- **Community Engagement:**
 - Be the face of VSM in the community, building relationships, attending relevant community events with the intention of creating awareness of VSM with potential / existing sponsors, donors and participant parents
 - Develop relationships within local schools and churches and identify potential growth and/or partnering opportunities
 - With assistance from the DO, evaluate the existing youth sports landscape in Hawaii and determine if there are suitable opportunities for partnering with other programs or if gaps exist that VSM could develop programs to fill
 - **Scholarships:** Set parameters for a permanent Annual College Scholarship Fund branded as the Kit Lauer Memorial Scholarship. Work with the Board to establish the Fund
 - **Personal Growth:** Identify opportunities for continued education and personal growth in alignment with VSM's vision/mission/values for both the ED and for any employees or key stakeholders. These opportunities could include classes, conferences, mentoring, speaking engagements, serving or supporting any of Hope Chapel's ministries

Skills and Qualifications

- Demonstrates respect for and appreciation of VSM values, history and culture, understanding its implication in one's work, in fostering meaningful relationships, and in embracing the community served
- Coursework in non-profit business management or Christian ministry a plus
- Work experience in non-profit organizations or Christian ministry a plus
- Experience working with volunteers
- Strong organizational skills
- Strong communication skills
- Multi-tasking and time management skills to organize workflow and manage multiple deadlines
- Basic office skills and knowledge of office software programs (e.g., Microsoft Word, Excel, PowerPoint, etc)
- Experience working both independently and, in a team-oriented, collaborative environment
- Ability to conform to shifting priorities, demands and timelines
- Ability to listen and respond to multiple stakeholders, providing feedback and recommendations as required
- Comfortable with Social Media platforms as a means of communicating with multiple groups (donors, volunteers, participants, etc.)
- Must be professional and maintain the ability to communicate at different levels, in verbal and written form

Other

- **Annual Comp:** TBD based on experience and qualifications
- **Benefits:** Medical/dental insurance for the employee included (family coverage available at cost); 401K
- **Annual Goals:** At the January Board Meeting, the ED and the Board will agree upon specific goals for the ED to accomplish during the year (“Annual ED Goals”). The Board will meet with the ED in mid-year to review progress toward the Annual ED Goals
- **Year-End Evaluation:** The Board will prepare a detailed evaluation of the ED’s annual performance based upon the Annual ED Goals and the Board will set a specific date for going over the annual review with the ED. After finalizing the review, the Board will approve any adjustments to compensation for the following year

This job description may not comprise all duties, responsibilities or skills that may be required. The Board has the right to change or delete information from the job description at any time without notice. VSM is responsible to provide reasonable accommodations to qualified individuals with disabilities to enable them to perform the essential functions of the position.